

101 Drunk Driving Public Information Ideas



U.S. Department
of Transportation


**National Highway
Traffic Safety
Administration**

We're Getting The
Word Out
And You Can Help

1

It's Time to Treat

Like the Crime It Is!



The Party's Over

GOVERNOR'S TASK FORCE ON DRUNK DRIVING
DICK THORNBURGH, GOVERNOR

2

**DRIVE
STRAIGHT.**

...OR RIDE WITH A DRIVER WHO IS.

**DUI - IF YOU'RE LUCKY,
YOU'LL ONLY LOSE YOUR LICENSE.**

SC Commission on Alcohol & Drug Abuse
California's Office of Highway Safety, Division of Public Safety Programs

3

**THE
NEW LAW
IS
TOUGH.**

Don't Drink and Drive.

Washington Traffic Safety Commission

4

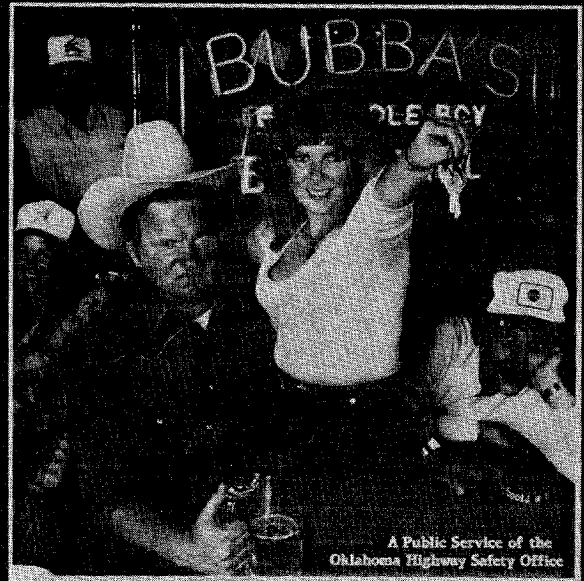
MASSACHUSETTS

**DRUNK
DRIVING
LAWS**

**STRICTLY
ENFORCED**

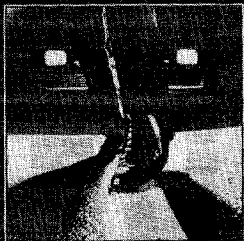


GOOD OLE BOYS Don't Drink and Drive!



A Public Service of the
Oklahoma Highway Safety Office

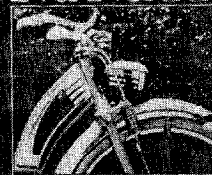
IN MINNESOTA,
ANYONE WHO CAN'T WALK
A STRAIGHT LINE
WILL GET A MONTH
TO PRACTICE.



THE NEW D.W.I. LAW.
THE MORE YOU DRINK, THE LESS YOU DRIVE.

This message provided by the
Minnesota Highway and is shown for informational purposes only. It is not intended to be used as a basis for any legal action.
Also, for the Minnesota Department of Public Safety, the Minnesota Association of Police Chiefs,
the Minnesota State Patrol, and the Minnesota Insurance Industry.
Always wear your seat belt and don't drink and drive.

ONLY ONE THING
TOUGHER THAN THE NEW
DRUNK DRIVING LAW.
RIDING YOUR BIKE
IN JANUARY.



THE NEW D.W.I. LAW.
THE MORE YOU DRINK, THE LESS YOU DRIVE.

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the Minnesota State Patrol, and the Minnesota Insurance Industry.
Always wear your seat belt and don't drink and drive.

MINNESOTA
GIVETH.
MINNESOTA
TAKETH
AWAY.



THE NEW DWI LAW.
THE MORE YOU DRINK, THE LESS YOU DRIVE.

This message provided by the Minnesota Institute and its State-Funded Project, the Minnesota Prevention Resources Center, is for the Minnesota Department of Public Safety, the Minnesota Association of Police Chiefs, the Minnesota Safety Council, and the Minnesota Insurance Industry, along with other private organizations.

A black and white logo for "STOP DWI". The word "STOP" is in a large, bold, sans-serif font. Below it, "DWI" is in a smaller, bold, sans-serif font. The entire logo is set against a dark, textured background.

IF
YOU
MUST
DRINK



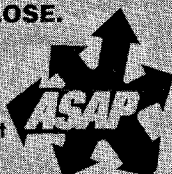
SOME PEOPLE HAVE ALL THE ANSWERS



ALL THE WRONG ANSWERS.

**IF YOU DRINK AND DRIVE
YOU HAVE A LOT TO LOSE.**

Oklahoma City
Alcohol Safety Action Project

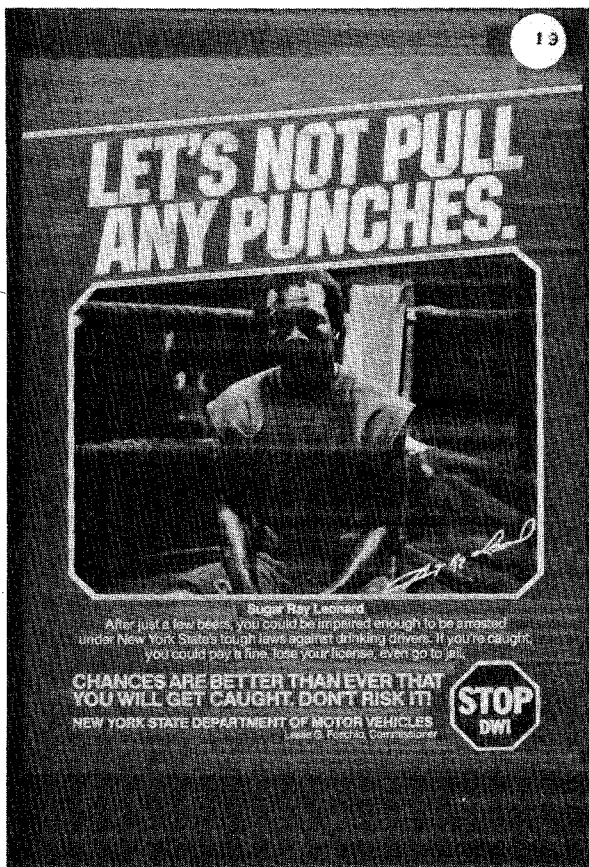
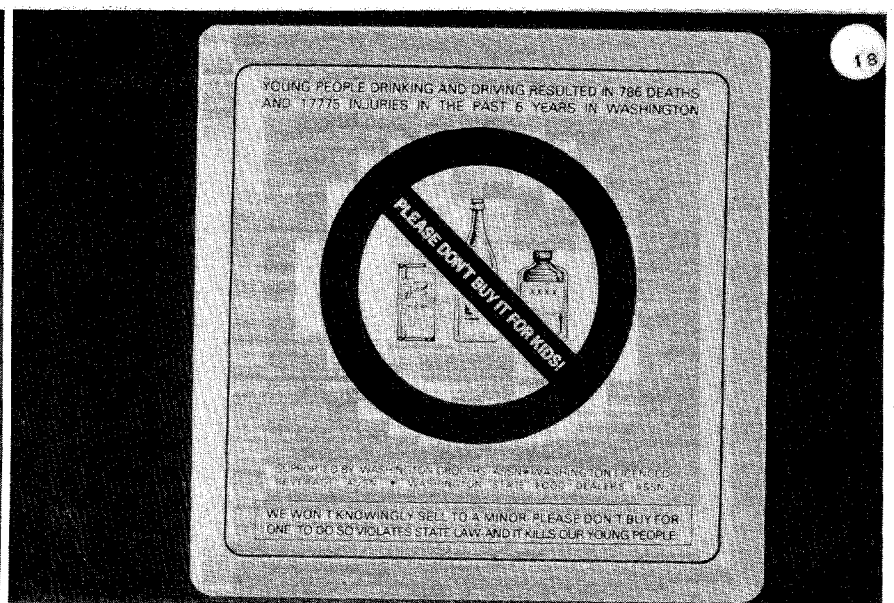


THE SOBRIETY CHECKPOINT -

CAN
IT WORK
FOR YOU?

A Workshop in Decision
Making and Planning for
More Effective DWI
Deterrence

from
National Public Services
Research Institute
(NPSRI)



DRINKING?



Take a Cab...
DWI Costs MORE!

acts Alcohol Community
Treatment Services Inc. 988-3533
Manatee - Mental Health Center -
Substance Abuse - 748-8666

© 1993 BY NATIONAL COUNCIL
ON ALCOHOLISM

A special message about
drinking and driving for
teen-agers and their parents.

IF YOU NEED IT, CALL THIS SPECIAL HOT LINE NUMBER ON GRADUATION NIGHT

(1-800-368-7233)

The graduation party is a time of celebration and fun. It's a time when you and your friends can relax and enjoy each other. But it's also a time when you can get into trouble. Drinking and driving is a dangerous combination. It's a leading cause of death and injury. So, if you need it, call this special hot line number on graduation night.

What you can do on graduation night is to call 1-800-368-7233. This is a toll-free number that will connect you with a trained professional who can help you make the right decision. They can provide you with information about the consequences of drinking and driving, and they can help you find a safe way home.

What you can do as a parent is to talk to your child about the dangers of drinking and driving. Let them know that you care about them and that you want them to stay safe. Encourage them to call the hot line number if they need it. And, most importantly, make sure they know that you will always be there for them.

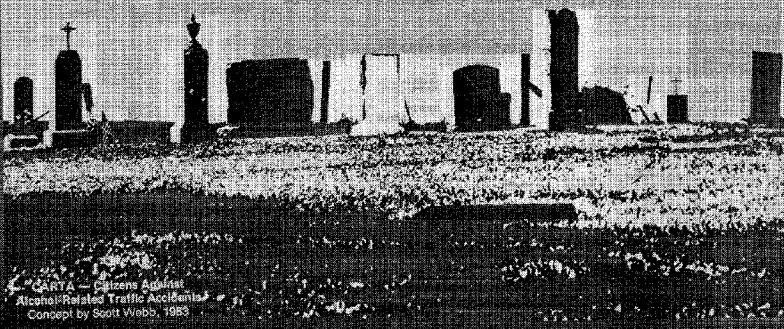
Don't drink and drive on graduation night. Call 1-800-368-7233 for help. It's the only number you need to know.

Don't drink and drive on graduation night.
Call 1-800-368-7233 for help.

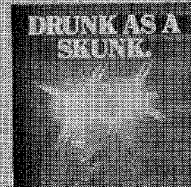


© 1993 BY NATIONAL COUNCIL
ON ALCOHOLISM

If you want to join us,
drink and drive



CARTA - Citizens Against
Alcohol-Related Traffic Accidents
Concept by Scott Webb, 1993



If you *must* drink - don't drive.

Really tying one on.

Getting s... faced.

Having one more for the road.

Becoming polluted.

Drinking someone under the table.

Being plastered.

Bragging about the size
of your hangover.

Going out and getting looped

**IF YOUR IDEA OF A GOOD TIME IS LISTED ON THIS PAGE,
YOU OUGHT TO HAVE YOUR HEAD EXAMINED.**

IT'S PEOPLE WHO GIVE DRINKING
A BAD NAME.

BE REDD!

In Nebraska, drunk drivers killed 165 people and injured 3,150 people in 1980. You can help prevent these tragedies.

Report Every Drunk Driver Immediately (REDD)

- 100

1997

100

55-027
55-028
55-029
55-030

HENRY
HEIN

**We'd like
to introduce you
to some great new bars.**



Oakland County has some of the finest bars and restaurants in the country. Thousands of people enjoy them every night. Unfortunately, some over-*enjoy*. They drink too much. And then they drive. A bad combination. A combination that will probably lead them to some not-so-new bars. The toughest, most serious

Three special teams are made up of Oakland County Sheriff's Department, state and local police officers. They've all trained and they're dedicated. They know all about drunk

drivers. They know where they drive. When they drive. And they can spot them a mile away. Then it's time for him to file, fingerprint, photograph, jail and the judge in the morning.

Drunk Drivers the Party's Over in Oakland County

the Citizens
of Oakland County

North: International Association Of Graduate Counselors

* OPERATION RADD: Report All Drinking Drivers!

Drinking Drivers

KILL

People.

Operation RADD is a simple plan for responsible citizens to do something about this problem.

Keep this folder in your automobile or truck.



North Carolina Governor's Highway Safety Program

Public Engagement & a Vision Of Desired Change

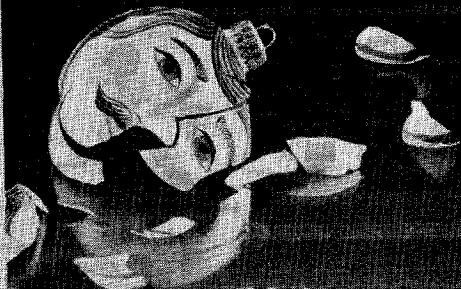
If you must drink
don't drive.

Wisconsin's New Drunk Driving Law

Seagram/distillers since 1857.

33

Call him Smashed.
Blasted.
Blitzed.
Plotzed.
Soused.
Drunk.



Then call him a cab.

898-MASH

34

**ARE YOU MAN ENOUGH
TO DRINK LESS THAN
THE REST OF THE BOYS?**

Some people think the more a man can drink, the more of a man he is. However, it usually works the other way around.

Men who drink to build up their egos, end up putting themselves down.

The guy who claims he can drink everyone under the table looks pretty low. Especially if he gets there.

The hero who thinks it's manly to drink like a fish is regarded by sensible people as an animal.

That's why we, the people who make and sell distilled spirits, urge you to use our products with restraint and care. If you choose to drink, drink responsibly.

A real man has the strength to say no when he's had enough.

Distilled Spirits Council of the U.S. (DSCUS)
1500 Pennsylvania Building, Washington, D.C. 20004

**IT'S PEOPLE WHO GIVE DRINKING
A BAD NAME.**

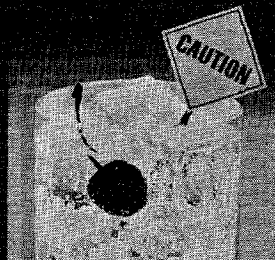
35

Los Tragos Afectan El Manejar Más Rápido De Lo Que Cree

Después de solo unos tragos el manejar se afecta. Usted puede sentirse bien, y puede hablar y caminar normalmente, pero su habilidad al manejar disminuye. Es por eso que es tan importante conocer su límite. Aún sin estar legalmente borracho, usted puede ocasionar mucho daño a su persona y a otras. La ley de la Florida considera que una persona está embriagada cuando la Concentración de Alcohol en la Sangre es de un .10%.

Comisión Gubernamental de
Seguridad de Carreteras de la Florida

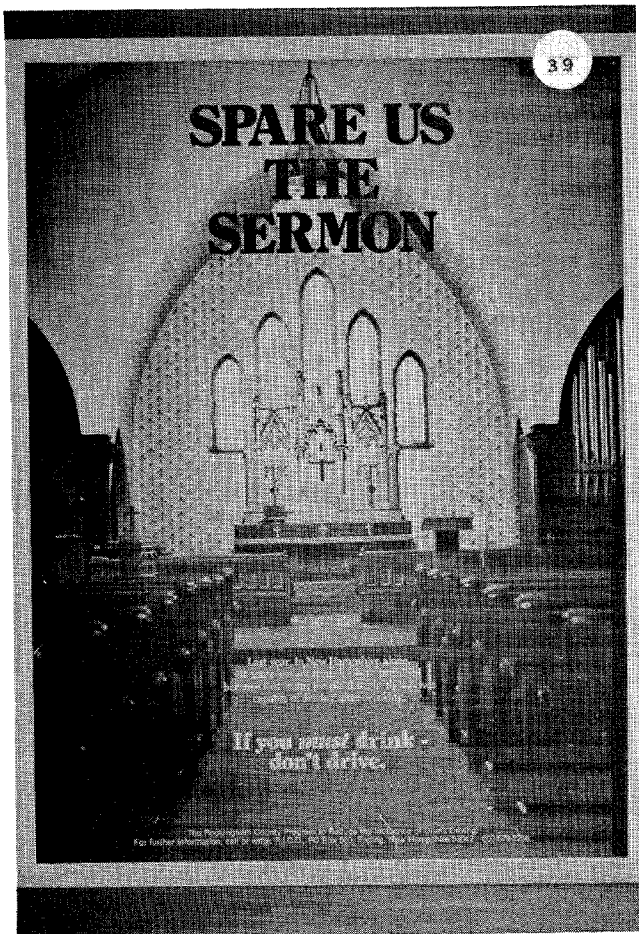
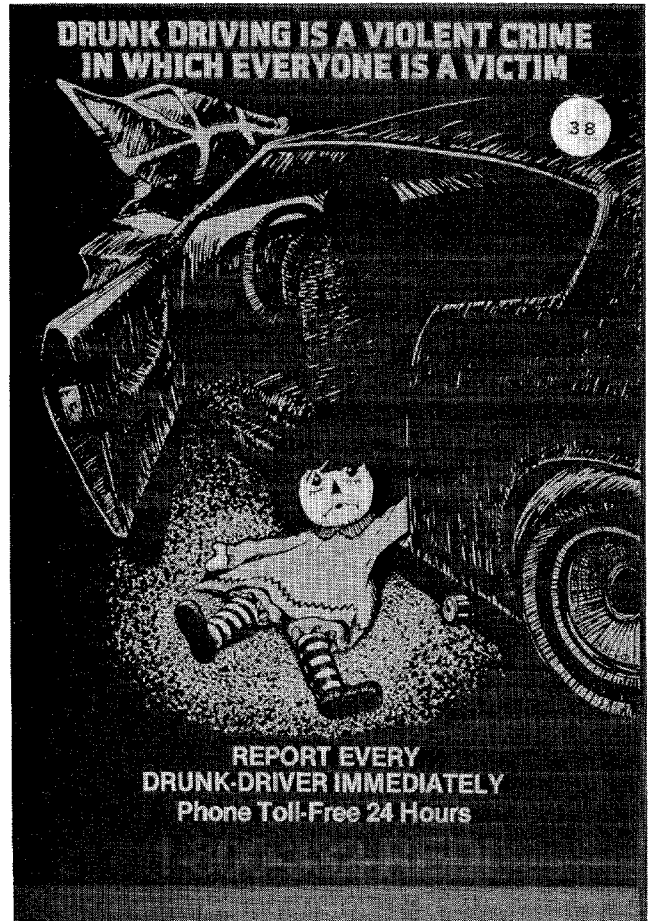
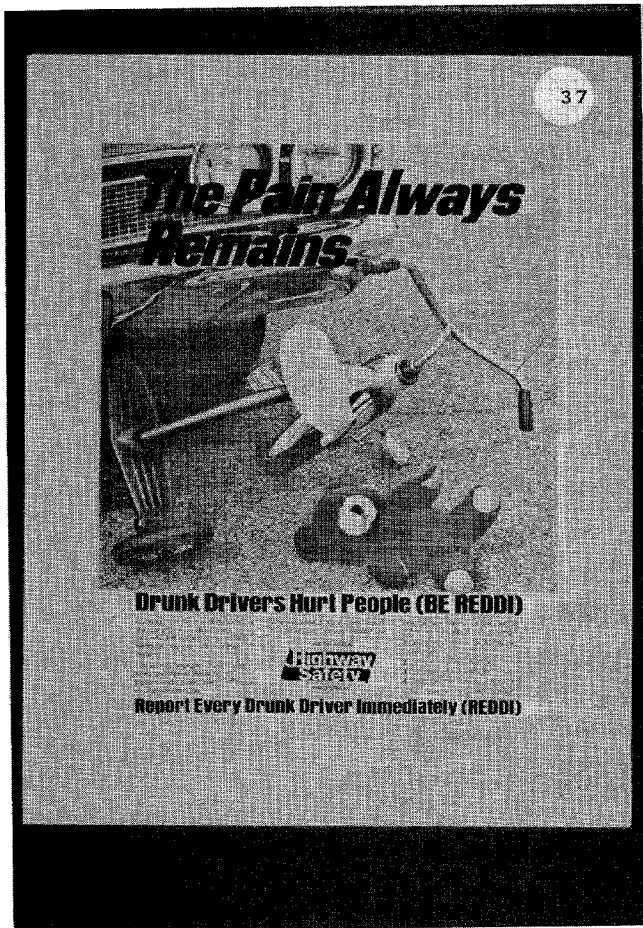
ARRIVE ALIVE



36

CITY OF PHOENIX
DEPARTMENT OF PUBLIC SAFETY

The Party Planner



**Be Smart & Be Sober!
Know Your Limit!**



S.O.B.E.R.

DRINKING DRIVING CHART

Body Weight	Number of Drinks Consumed					
	1	2	3	4	5	6
100 lb	6	1	6	9	13	15
120 lb	4	2	3	4	9	7
140 lb	3	1	4	5	4	10
160 lb	3	1	2	4	6	8
180 lb	5	0	2	5	6	5
200 lb	3	1	1	1	4	6
220 lb	3	1	2	3	4	5

1 Drink: 56 proof 1/2 oz. of whiskey, gin, vodka, etc.
1 bottle beer (12 oz.)
3 oz. wine (20%) or 5 oz. wine (12%)

USE CHART TO BE LEGAL
AND SAFE IN NEW JERSEY

HAVE A GOOD TIME
DON'T DRINK AND DRIVE

A Message from Mothers Against Drunk Drivers (MADD), Students Against Drunk Drivers (SADD), and the Delaware Office of Highway Safety.

What do you do if your friend is getting in his car after drinking too much?



1-800-268-8947



What are you doing about it?

**WE'LL
SHOW YOU
SOME
NEW BARS.**



GETTING TOUGH WITH A TOUGH PROBLEM

A SOBERING MESSAGE FOR DRUNK DRIVERS.



Drunk driving is a leading cause of death and injury on our nation's highways. It is a preventable tragedy that can be avoided by responsible drivers. As a driver, you have a responsibility to yourself and others to stay sober and behind the wheel. If you are caught driving drunk, you will face a license suspension, a fine, and possibly jail time. Remember, a drunk driver is a danger to everyone on the road. So, if you ever find yourself in a situation where you are going to need your license, don't drink.

DRUNK DRIVERS SHOULD BE BARRED.

BE AWARE



NEW DRUNKEN DRIVING LAW.

FIRST OFFENSE	SECOND OFFENSE	THIRD OFFENSE
1. 120 days license suspension	1. 180 days license suspension	1. 180 days license suspension
2. 10 days in jail	2. 30 days in jail	2. 90 days in jail
3. 48 hours in jail	3. 2-10 days in jail	3. 1-3 years in jail

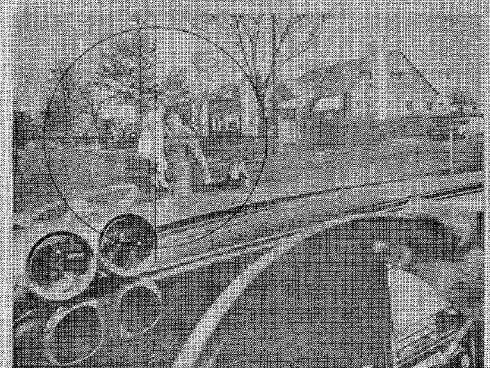


Did You KNOW? BLOOD ALCOHOL %

NUMBER OF DRINKS*	BODY WEIGHT IN POUNDS						DRIVING ACCIDENTS
	100	125	150	175	200	225	
1	.03	.03	.02	.02	.01	.01	A FEW (minor)
2	.06	.05	.04	.04	.03	.03	
3	.08	.06	.06	.05	.04	.04	
4		.09	.07	.06	.06	.05	MORE LIKELY (impaired)
5			.09	.08	.07	.06	
6				.10	.09	.08	
7					.10	.09	
8						.10	
9							
10					.16	.16	

*Standard drink: 12 oz. beer, 5 oz. wine, 1.5 oz. 40% alcohol spirits. Blood alcohol percentage is based on body weight and number of drinks consumed. Blood alcohol percentage is not a measure of impairment.

YOUR NEIGHBOR IS DRUNK



And He's Looking for YOU!

Report drunken drivers to your local police.

If friends have had
too much to drink,
**BE A TRUE
FRIEND**
and protect them...
keep them from driving.

In New London
we care. Help us get
the drunk driver
off the road.

**FRIENDS DON'T LET FRIENDS
DRIVE DRUNK**

OFFICE OF HIGHWAY SAFETY

CONNECTICUT DEPARTMENT OF TRANSPORTATION

These bumper stickers are available
at the information desk.



DRUNK DRIVERS HURT PEOPLE!

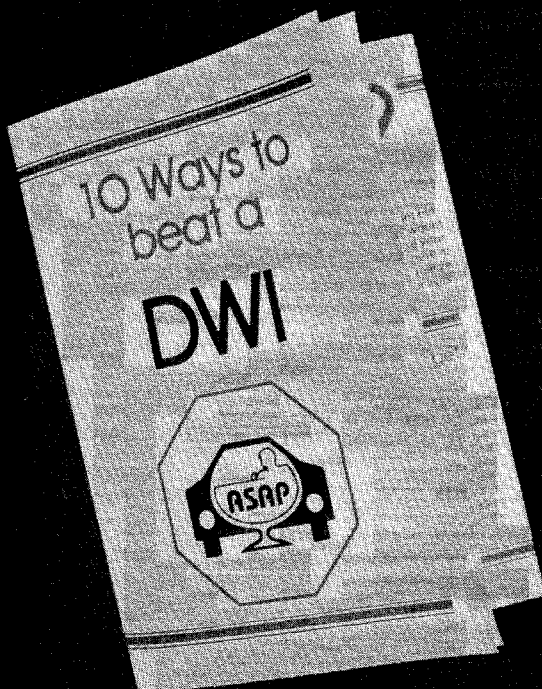
**JENNY and ANGIE
SURVIVED**



**THEIR
GRANDPA
DIDN'T....**



Report Drunk Drivers To State Patrol **Ph.**



**NOBODY EVER WOKE UP
REGRETTING HAVING HAD
ONE TOO FEW.**

The motto of everything is be good.
Too much food makes you fat. Too much
alcohol makes you boring. Too much spending
ruins you. And too much to drink can
make you hurt.

For the people who make and sell distilled
spirits, make our products to you hope for that
will be used for pleasure. And it's no pleasure
if you don't feel good the next morning. Or can't

keep your mind clear for work because your
head's in a fog.
That's why we'd rather see people use our
products responsibly than in excess.
If you want to feel better tomorrow, we
suggest you have one too few tonight.

Responsible Choice. Choice of the U.S. DISTRICT
1000 Pennsylvania Building, Washington, D.C. 20004

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**If You Drink
And Drive
In Arizona,
We'll Introduce
You To Some
New Bars**

58

TEXAS

DWI + KILLS

INDEPENDENT INSURANCE AGENTS OF AUSTIN

59

Support Operation

R.A.I.D.

AAA

60


**A SAFE WAY
TO FIND OUT HOW MUCH
LIQUOR YOU CAN HOLD.**

ACQUAIOGLIO

GET THE MOST OUT OF YOUR EXPERIENCE
WITH THE ACQUAIOGLIO SYSTEM.
ACQUAIOGLIO IS THE ONLY SYSTEM
THAT CAN MEASURE YOUR LIQUOR TOLERANCE
IN REAL TIME.

61

Get Caught Driving Drunk And Kiss Your License Goodbye.

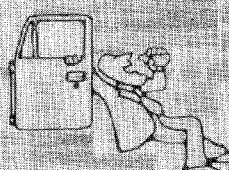


Victims Need Drunk Driving Laws And Enforcement


AAEP

62

It's criminal the way some people drink and drive.

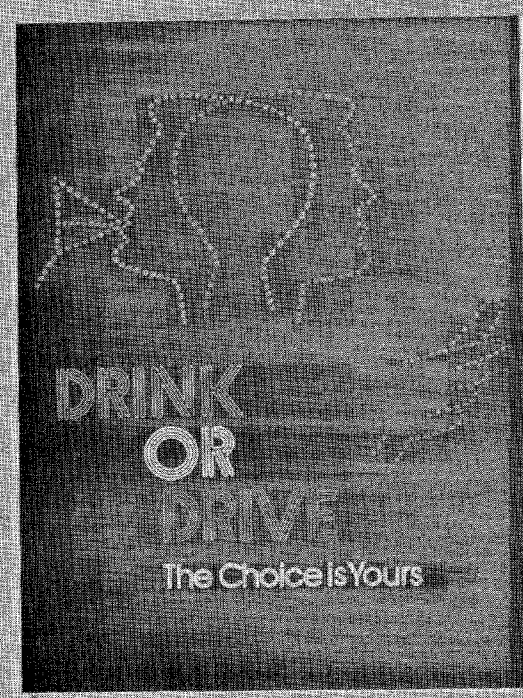


Dialogue
on drinking



Canada

63



DRINK OR DRIVE


The Choice is Yours

AAEP

64


What Can A Restaurateur Do About Drunk Driving?

Some restaurants are taking steps to help reduce drunk driving. Here are some ideas you can use to help your customers make the right choice.




65

STOP DWI



BEFORE IT STOPS YOU DEAD!

**STOP
DWI**



DON'T DRINK AND DRIVE

PETER F. COHALAN,
SUFFOLK COUNTY EXECUTIVE

66

Drunk Drivers The Party's Over




*Thanks to Michigan's
Tough Law*

Drunk Driving Test Panels - (510) 944-5185 Mothers Against Drunk Drivers - (916) 361-MADD Michigan Liquor Beverage Association


67

"...please don't drive drunk tonight."




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PEOPLE WHO DRIVE DRUNK IN MARYLAND PROBABLY WON'T BE DRIVING MUCH LONGER



Remember the facts above that they will either be involved in a serious traffic accident or they will be arrested. The number one priority for the Maryland State Police is protecting our citizens from drunk drivers. Our resources are limited. Please don't drink and drive. If you are involved in a drunk driving accident, please call the police. If you are involved in a drunk driving accident, please call the police. If you are involved in a drunk driving accident, please call the police.



**MARYLAND
STATE POLICE**

Year	Number of Drunk Driving Accidents	Number of Drunk Driving Deaths
1980	1,234	156
1981	1,345	167
1982	1,456	178
1983	1,567	189
1984	1,678	200
1985	1,789	211
1986	1,890	222
1987	1,901	233
1988	1,912	244
1989	1,923	255
1990	1,934	266
1991	1,945	277
1992	1,956	288
1993	1,967	299
1994	1,978	310
1995	1,989	321
1996	1,990	332
1997	1,991	343
1998	1,992	354
1999	1,993	365
2000	1,994	376
2001	1,995	387
2002	1,996	398
2003	1,997	409
2004	1,998	420
2005	1,999	431
2006	1,990	442
2007	1,991	453
2008	1,992	464
2009	1,993	475
2010	1,994	486
2011	1,995	497
2012	1,996	508
2013	1,997	519
2014	1,998	530
2015	1,999	541
2016	1,990	552
2017	1,991	563
2018	1,992	574
2019	1,993	585
2020	1,994	596
2021	1,995	607
2022	1,996	618
2023	1,997	629
2024	1,998	640
2025	1,999	651



TRAFFIC SAFETY HINTS

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Whether it's a special occasion, an evening at cards or watching the big game on television with friends, having a drink or two—or more—is a long-time American custom.

Willingness to offer or to accept a drink is often regarded as a measure of hospitality and social acceptance. So many a motorist faces the choice: Take a drink or offend the host. The host has the reverse choice: Offer a drink or offend a guest.

What can both do to increase the likelihood that the motorist will get home safely?

The good host knows there's nothing hospitable about getting his guests drunk or sick. The good host will not urge guests to have more than they should, will have a choice of non-alcoholic beverages available for those who prefer them, and will offer coffee for the proverbial "one for the road."

For the motorist, the safest policy is not to drink at all. But if this sound advice can not be followed because of a social situation, the motorist should know his limit and stay within it.

When you're drinking and you're going to drive, know when to say "When." To your host that means, "Thanks, but I've had enough."

New York State Department of Motor Vehicles

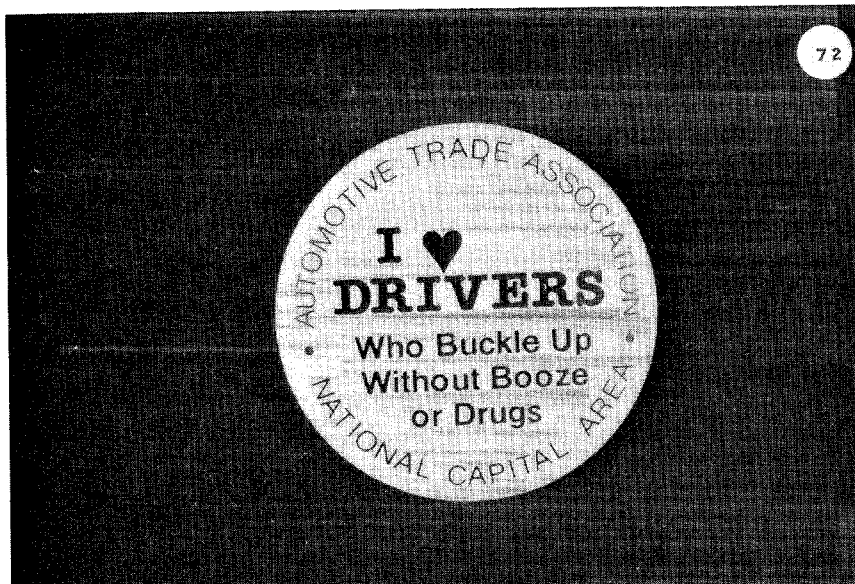
41E12 (3/80)



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71



72



NONE[®]
FOR THE
ROAD

© P.O. MARR, INC. 1985

"Just one more for the road."

"A cab?
 I only live a mile away."

"Don't worry, I know my limit."

"I've got a hollow leg."

"I'll get home. I've got radar."

"Let's just stop for a nightcap."

"I can always drive."

"We can't leave yet;
 the party's just started."

"One more never hurt anybody."

**FAMOUS
 LAST WORDS**

JOIN THE FIGHT AGAINST ALCOHOL ABUSE



**In Rhode Island,
 drunk drivers get caught.**

GOVERNOR GARRAHY'S OFFICE ON HIGHWAY SAFETY DEPARTMENT OF TRANSPORTATION R.I. BROADCASTERS ASSOCIATION

**FRIENDS *DON'T* LET FRIENDS
 DRIVE
 DRUNK**

State of Connecticut

Governor's Task Force on Driving While Intoxicated

77

HELP SAVE LIVES

REPORT DRUNK DRIVERS

TO DELAWARE STATE & LOCAL POLICE

DELAWARE OFFICE OF HIGHWAY SAFETY


ORDINANCE ADVERTISING INC. DE

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IF YOU SEE IT BOOZE IT TOGETHER

N.H. Highway Safety Agency

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**Drinking Drivers
Hurt The Ones You Love**

80

**THE OWNER OF THIS VEHICLE IS ON PROBATION IN THE
COUNTY COURT AT LAW OF FORT BEND COUNTY, TEXAS, FOR**

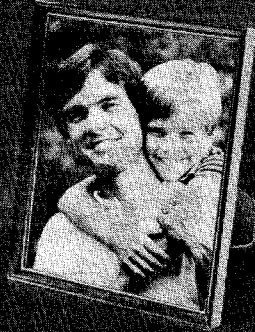
81



Be REDDI
1-800-472-2121

82

Jason and his dad
 were the best of friends.
 They did everything together...
 until a drunk driver
 killed Jason's dad.



1-800-472-2121

83

MISSOURI DIVISION OF HIGHWAY SAFETY
REDDI*CARD

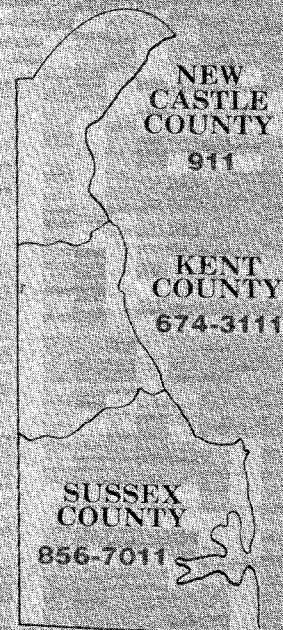
**(Report Every Drunk Driver Immediately.)*

	<i>Jurisdiction</i>	<i>Phone</i>
POLICE	()	
SHERIFF	()	
HIGHWAY PATROL	()	
OTHER	()	

Highway Patrol Monitors CB Channel 9 - KMO-0911

84

PHONE NUMBERS



OR
— CB CHANNEL 9 —

YOUR SAFETY PUZZLE - MAT

STIVEN
NICEESP
TELBOUR
LUNFAWU

55

89

SPEED
LIMIT

WISCONSIN
NO DRUNK
DRIVERS

STOP! DO NOT PASS
IF A DRIVER SIGHTS YOU
WHILE YOU ARE DRIVING
AND YOU ARE DRIVING

Nassau County works toward the safer highway helping the problem drinker-driver help himself

90

...the Nassau County Board of Supervisors has adopted a resolution to support the efforts of the Nassau County Board of Supervisors to help the problem drinker-driver help himself...

...the Nassau County Board of Supervisors has adopted a resolution to support the efforts of the Nassau County Board of Supervisors to help the problem drinker-driver help himself...

Industry works toward a safer car of tomorrow (The ESY)

...the industry is working toward a safer car of tomorrow...

...the industry is working toward a safer car of tomorrow...

91

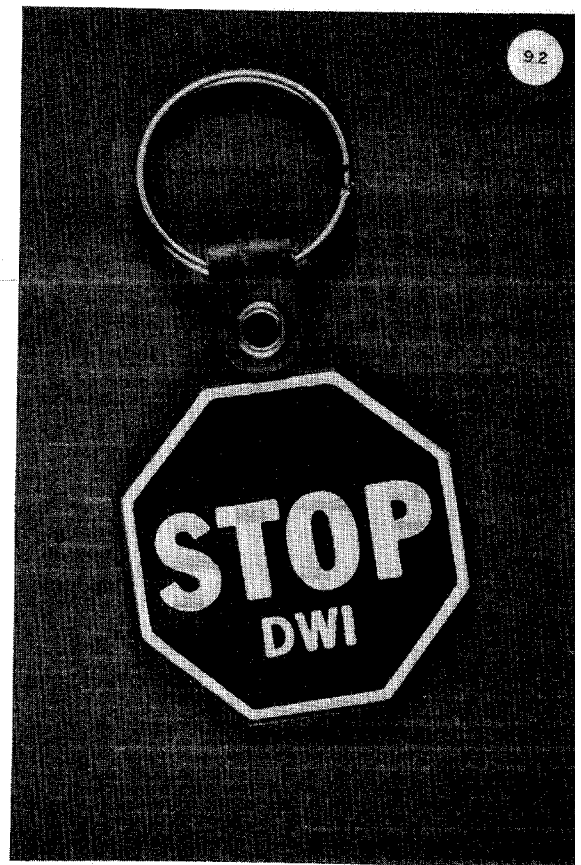
Wisconsin's New
Drunk Driving Law

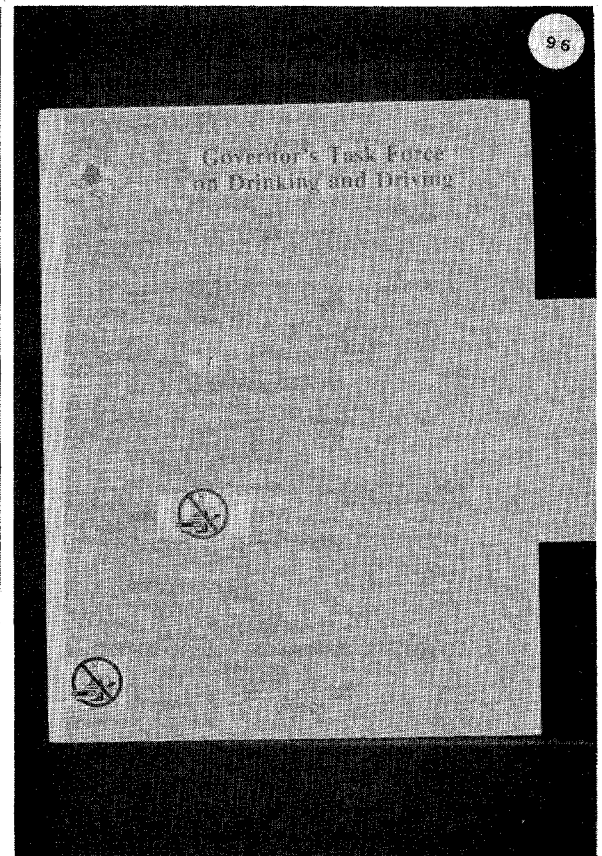
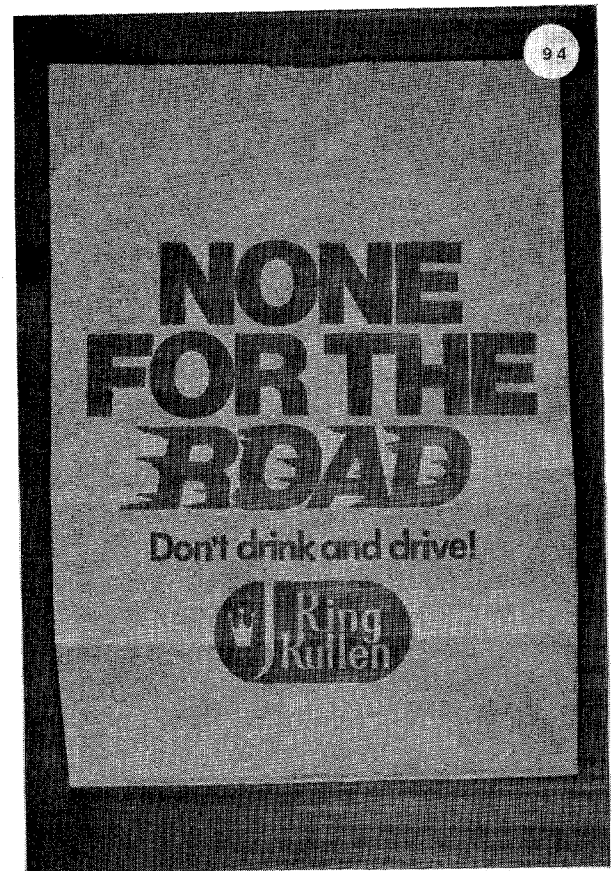
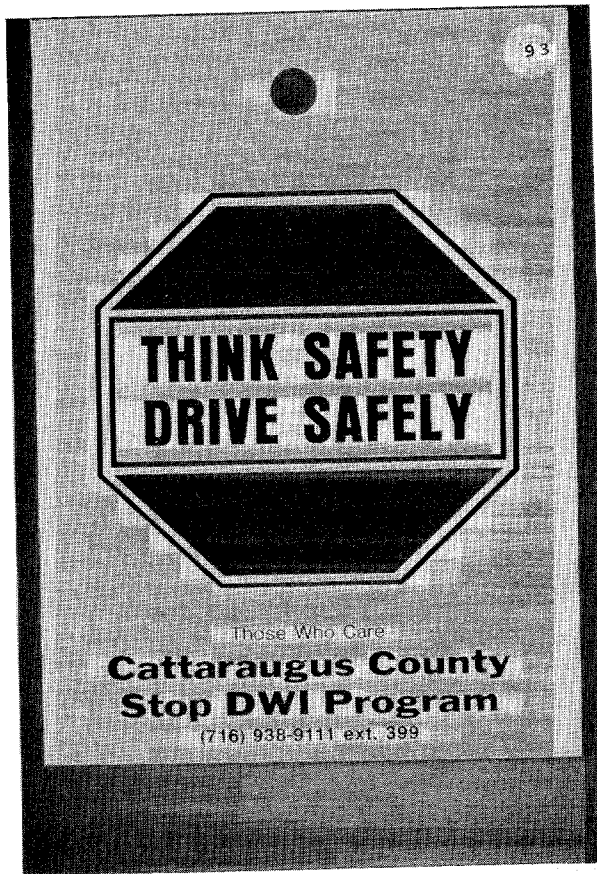
LOADED
WITH SOBERING
CONSEQUENCES

Wisconsin's New
Drunk Driving Law

LOADED
WITH SOBERING
CONSEQUENCES

TOUGH
BECAUSE WEAK
WON'T DO



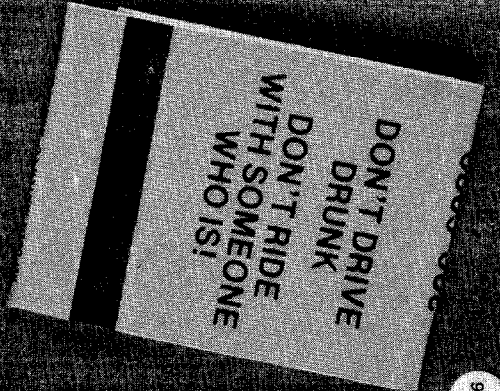


Governor's
Highway Safety
Program

ASAP

**Alcohol is a
Crash Diet.**

99



97

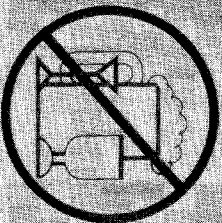
**After the party ...
take a cab**

PRODUCED AS A PUBLIC SERVICE BY
DISTILLED SPIRITS WHOLESALERS OF FLA., INC.



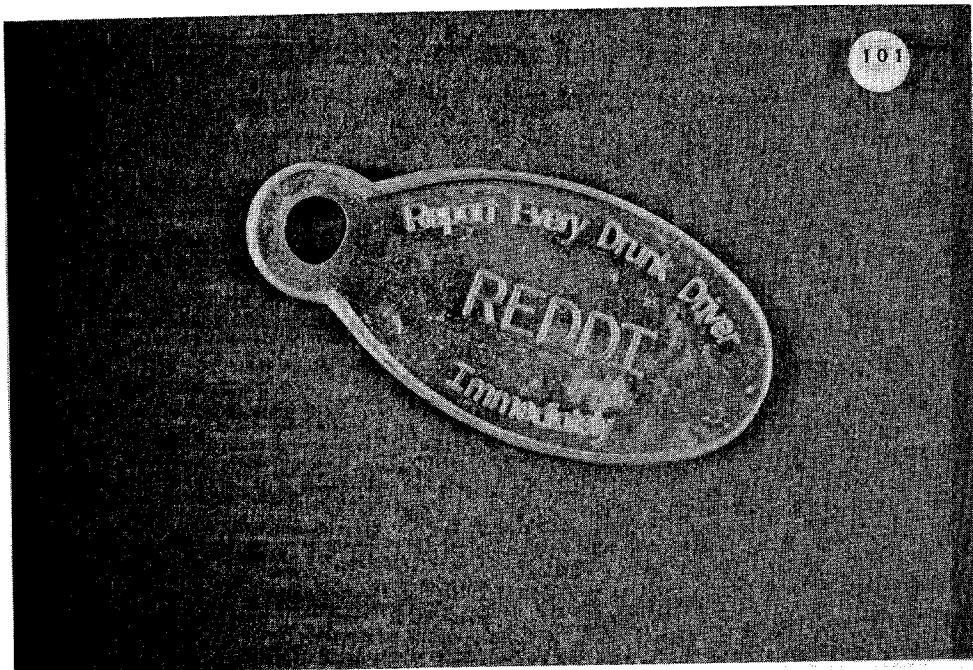
Safety is a family affair.

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**No thanks,
I'm driving!**

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INDEX

1. PENNSYLVANIA

Secretary for Safety Administration
Commonwealth of Pennsylvania
1200 Transportation and Safety Building
Harrisburg, Pennsylvania 17120
(717) 787-3928

2. SOUTH CAROLINA

Division of Public Safety Programs
Edgar A. Brown State Office Building
1205 Pendleton Street, Room 453
Columbia, South Carolina 29201
(803) 758-2237

3. WASHINGTON

Washington Traffic Safety Commission
1000 Cherry Street
Olympia, Washington 98504
(206) 753-6197

4. MASSACHUSETTS

Governor's Highway Safety Bureau
Saltonstall State Office Building
100 Cambridge Street, Room 2104
Boston, Massachusetts 02202
(617) 727-5074

5. MAINE

Department of Public Safety
36 Hospital Street
Augusta, Maine 04330
(207) 289-2551

6. NEW YORK

New York Department of Motor Vehicles
The Governor Nelson A. Rockefeller
Empire State Plaza
Albany, New York 12228
(518) 474-0841

7. ARIZONA

Department of Transportation
1801 W. Jefferson Street, Room 465
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17. TEXAS

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20. WASHINGTON, D.C.

U.S. Brewers Association, Inc.
1750 K Street, N.W.
Washington, D.C. 20006
(202) 466-2400

21. FLORIDA

Division of Public Safety
Department of Community Affairs
2571 Executive Center Circle East
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27. MICHIGAN

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28. NORTH CAROLINA

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31. WISCONSIN

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4802 Sheboygan Avenue
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(608) 266-1113

32. NEW YORK

The House of Seagram
Dept. TI-183
375 Park Avenue
New York, NY 10152

33. NEW MEXICO

Transportation Department
P.E.R.A. Building, Room 220
P.O. Box 1028
Santa Fe, New Mexico 87503
(505) 827-2045

34. WASHINGTON D.C.

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37. NEBRASKA

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38. MISSOURI

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40. VERMONT

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133 State Street
Montpelier, Vermont 05602
(802) 828-2657

41. NEW JERSEY

Division of Motor Vehicles
State of New Jersey
25 South Montgomery Street
Trenton, New Jersey 08666
(609) 292-4570

42. DELAWARE

Office of Highway Safety
Suite 363, Thomas Collins Building
540 S. DuPont Highway
Dover, Delaware 19901
(302) 736-4475

43. CANADA

Insurance Bureau of Canada
181 University Avenue
Toronto, Ontario
Canada M5H3M7

44. MISSOURI

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Jefferson City, Missouri 65102
(314) 751-4905

45. ARIZONA

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46. HAWAII

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869 Punchbowl Street
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(808) 548-4655

47. MINNESOTA

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(612) 296-6642

48. WEST VIRGINIA

Governor's Office of Economic and
Community Development
5790-A MacCorkle Avenue
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(304) 348-8814

49. CONNECTICUT

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24 Wolcott Hill Road
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50. WASHINGTON

Washington Traffic Safety Commission
1000 Cherry Street
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51. KANSAS

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59. VIRGINIA

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(703) 222-6000

60. PENNSYLVANIA

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61. VIRGINIA

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P. O. Box 27412
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(804) 257-6602

62. CANADA

Department of Health and
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Jeanne Mence Building, 4th Floor
Tunney's Pasture
Ottawa, Ontario
Canada K1A8B4
(613) 990-7862

63. ILLINOIS

National Safety Council
444 Michigan Avenue
Chicago, Illinois 60611
(312) 527-4800

64. TEXAS

S & A Restaurant Corporation
606 LBJ Freeway
Dallas, TX 75240
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65. NEW YORK

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72. DISTRICT OF COLUMBIA

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Louisiana Highway Safety Commission
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St. Louis MO 63118
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76. CONNECTICUT

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93. NEW YORK

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The Governor Nelson A. Rockefeller
Empire State Plaza
Albany, New York 12228
(518) 474-0841

94. (Unknown)

95. (Unknown)

96. NORTH DAKOTA

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600 East Boulevard Avenue
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(701) 224-2581

97. TEXAS

State Department of Highways
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11th and Brazos
Austin, TX 78701
(512) 475-3525

98. FLORIDA

Division of Public Safety
Department of Community Affairs
2571 Executive Center Circle East
Tallahassee, Florida 32301
(904) 488-6001

99. (Unknown)

100. (Unknown)

101. WYOMING

Wyoming Highway Safety Department
Highway Safety Branch
P. O. Box 1708
Cheyenne, Wyoming 82001
(307) 777-7296

Media Channels for Getting The Word Out About Drunk Driving

Television and Radio

Public service announcements used on the air
Public service announcements as trigger films
Talk show appearances
Editorials
Hard new coverage of events.
Community calendar and "Speak-out" segments
Cable channel appearances
Station identification messages
Paid commercials by corporations
Evening magazine segments
Display line copy and tag lines
Facts sheets for ad libbing

Films

Motion picture films
Trailer shorts for local movie houses
Trigger films to facilitate discussion

Print

Press releases
Speeches
Feature articles
Messages on State stationery
Names of convicted DWIs in newspaper
Sobriety checkpoint brochure
Press kit
Facts in State's Driver's Manual
Questions on license examination
Messages on tickets and programs
Know your limit cards

Speaker's bureau brochure
Personal letter to community leaders
Highway signs listing sanctions and/or warnings
Patrol car signs
Love tags for kids, "Don't Drink and Drive, Mom and Dad"
Parking meter stickers
Fuel pump signs
Litter bags, calendars, pocket savers
Bar signs
Placemats, book covers and markers
Toll booth messages and ticket impressions
Pay check impressions
Hitch-hike mailing with monthly statements
Burma shave styled signs
Pledge cards between parents and young adults
Bottle neck hangers on mixers
Meeting ready materials
Messages on products (e.g., back of milk cartons)
Sobriety check point signs
Moving message panels
Health column questions and answers
Bumper stickers
Vanity license plates
Sport schedule messages
Decals for dash boards
Decals for telephones
Billboard advertising
Street banners
Free ride in a taxi cards
Essay, poster contests
Petitions
Corporate drunk driving policy
Telephone survey
Resource lists (films, speeches and materials)
Messages in tuxedo vest pockets for prom night
Plaques and certificates of appreciation
Incentive awards for police officers

DOT HS 806 797
July 1985